

For immediate release

DASHWIRE™ INTRODUCES DASHWORKS SOFTWARE PLATFORM FOR COMPANIES LOOKING TO DELIVER A NEW GENERATION OF MOBILE SERVICES

Riding the growth of open mobile operating systems, the next wave of software services will focus on building direct customer relationships.

SEATTLE, Washington – 5 October 2009 – Dashwire, Inc., the industry leading Mobile-Web Connected Services company, is introducing, DASHWORKS™, a licensable software platform for mobile operators, device makers and retailers looking to deliver and monetize the next generation of consumer, social and device management services on top of open mobile operating systems.

"What we've seen over the last 18 months with the continued growth of the smartphone category is that Apple, Google, Microsoft and Nokia are all making strategic bets on services that support and augment their particular mobile phone platforms," said Ford Davidson, CEO and founder of Dashwire. "The battle that has emerged is around open mobile phone software and the opportunity to create direct customer relationships through unique software experiences. This approach by the software giants creates problems for mobile operators, device makers and retailers, as they are not looking for solutions for individual phones, but rather a single solution that allows them to get into the market quickly and cost effectively with unique services that work across all the phone platforms in their portfolio. DASHWORKS is that cross-platform software solution."

Today, Best Buy Mobile announced the launch of its innovative service, mIQ, the first offering built on the DASHWORKS platform. mIQ will be available to customers of devices like the BlackBerry Bold, Curve, Tour, HTC Touch Pro2, Samsung Omnia, T-Mobile Dash 3G, Nokia E71, N86 and N97 beginning October 12.

"Consumers look to Best Buy and Best Buy Mobile to help them get the most out of technology in an increasingly connected world. That's especially true with mobile devices thanks to the evolution and growing popularity of smartphones," said Scott Moore, VP of Marketing at Best Buy Mobile. "Dashwire's DASHWORKS platform and the mIQ service offering allows us to bring enhanced solutions to our customers so they can get the most out of their smartphones, regardless of what device, carrier or platform they prefer."

DASHWORKS: The Dashwire Connected Service Platform

Built on Dashwire's expertise in creating and operating an award-winning mobile-web Connected Service, DASHWORKS is the fastest and most cost effective solution for companies looking to participate with innovative experiences in this rapidly growing market. DASHWORKS consists of an extensible synchronization

engine, desktop-like web application that aggregates all phone content into a single interactive destination, and a deeply integrated native mobile client so that user's don't even have to click a single button for their information to be always up-to-date. The platform supports over 200 different phone models around the world.

"Companies understand that Connected Services can help to differentiate their offerings, simplify user experiences, and create sizeable incremental revenue opportunities, but unfortunately, few have the head count or expertise to catch-up with the software companies making major investments in this space," said Andrew Till, Head of Solutions at Teleca. "Ready-made extensible solutions like Dashwire that are designed to support open mobile phone platforms create real opportunities for everyone else to make aggressive moves in this space."

DASHWORKS is a licensable platform designed with flexibility for licensees to customize, monetize and embrace openness on its own terms. The service supports leading open mobile operating systems, BlackBerry, Symbian S60 and Windows Mobile - representing 75% of the smartphones being sold in the global market and will support Google's Android platform in the first quarter of 2010.

For more information on DASHWORKS, please visit <http://www.dashwire.com>

For more information on mIQ from Best Buy Mobile, please visit <http://www.miqlive.com>

For more information on Best Buy Mobile, please visit <http://www.bestbuymobile.com>

About Dashwire, Inc.

Dashwire offers the industry leading mobile-web connected services platform for mobile operators, device makers and retailers to seamlessly deliver a new generation of real-time consumer, social and device management software services on open mobile phones. Today the company supports BlackBerry, S60 and Windows Mobile, which represent approximately 75% of the smartphones being sold in the market. Dashwire is a privately held company headquartered in Seattle, Washington, USA. The company is backed by Trilogy Equity Partners and Best Buy Capital, the strategic investment arm of the largest consumer retailer, Best Buy.

About Best Buy Mobile

Best Buy Mobile features one of the largest selections of carriers, handsets and accessories available anywhere, as well as a highly-trained staff to help customers make the most of their mobile phones. Best Buy Mobile locations feature more than 90 different handsets from nine carriers, and one of the widest assortments of accessories in retail. Employees undergo at least 80 hours of intensive training, as well as continuing education on mobile phone technology and trends.

About Best Buy Co., Inc.

With operations in the United States, Canada, Europe, China and Mexico. Best Buy is a multinational retailer of technology and entertainment products and services with a commitment to growth and innovation. The Best Buy family of brands and partnerships collectively generates more than \$40 billion annual revenue and includes brands such as Best Buy, Audiovisions, The Carphone Warehouse, Future Shop, Geek Squad, Jiangsu Five Star, Magnolia Audio Video, Napster, Pacific Sales Kitchen, Bath and Electronic Centers, The Phone House and Speakeasy. Approximately 165,000 employees apply their talents to help bring the benefits of these brands to life for customers through retail locations, multiple call centers and Web sites, in-home solutions, product delivery and activities in our communities. Community partnership is central to the way we do business at Best Buy. In fiscal 2008, we donated a combined \$31.8 million to improve the vitality of the communities where our employees and customers live and work. For more information about Best Buy, visit www.bestbuy.com.

About Teleca

Teleca is a world-leading supplier of software services to the mobile communications industry. We offer world class operations and execution capability, both on-site and offshore. Using tailored solutions, systems design, integration and testing we help drive down development time and costs for leading industry players. Teleca has about 2,000 employees in 10 countries in Asia, Europe and North America. For more information, please visit: www.teleca.com

Dashwire is a registered trademark of Dashwire, Inc. in the United States and/or other countries. Windows Mobile is a registered trademark or trademarks of Microsoft Corp. in the United States and/or other countries. Symbian is registered trademark or trademarks of Nokia Corp. BlackBerry is a trademark or trademarks of RIM Corp in. Best Buy Mobile and Best Buy is a trademark or trademarks of Best Buy Corp in the United States and /or other countries. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

###